Patient Protection & Affordable Care Act: Outreach and Enrollment

CPEHN Legislative Briefing
March 5, 2015
Federally qualified community health center located in Oakland, California

We provide services in English and 12 Asian languages: Cantonese, Mandarin, Vietnamese, Korean, Khmer (Cambodian), Mien, Hmong, Lao, Mongolian, Tagalog, Karen and Burmese

Provide care to nearly 24,500 patients
Outreach Strategies

Materials and Methods
- Translation of informational brochures into multiple Asian languages
- Animated video “What You Need to Know about the Health Care Law” available in multiple Asian language
- Young Invincibles texting

Events/Venues
- AHS patient general meeting
- Ethnic media & patient newsletters
- Fairs and other events
- Community forums and group informational sessions
AHS Patient General Meeting
Enrollment Strategies

The Infrastructure

✓ Membership and Community Services staff got certified → 40 certified enrollment counselors
✓ Bilingual/bicultural staff and interpreters
✓ Knowledge of MediCal and Health Program of Alameda County (HealthPAC) in addition to Covered California

Adoption of Best Practices

✓ Two-step process to streamline: 1) Shop and Compare appointment (screening and checklists), 2) Enrollment appointment
Certified Enrollment Center for Community Members
AHS was 19th highest enroller in the state
The Lives Behind The Numbers

“I think it is great that even as immigrants, we can apply for and enjoy the benefits of health insurance. I am glad to be in America.”

Mr. and Mrs. N are unemployed. Due to their limited income and Mr. N’s medical needs, they really needed a new health care option. With the help of a certified enrollment counselor, they were able to apply for Medi-Cal.
Ongoing Outreach and Enrollment

Outreach Activities

• Created a mobile application for a tablets that allows screening of eligibility (English and Chinese)
• Continued outreach through community events and partnerships with other community organizations
• Training patient leadership councils to become ACA ambassadors and outreach to their social networks
• Texting for Young Adults

Enrollment Activities

• Renewal for patients through Membership Services
• Certified Enrollment Center for community members
Recommendations

• Website should be translated into Asian languages
• Consistency in available translated materials. Some materials are available only in Chinese while other materials are only in Korean.
• Letters sent from Covered CA are only in English including reminder for renewal before open enrollment. If patients do not bring letters to us, they would not know what to do.
• After the application, clients do not always know what to do. For example, they have to pay their premium but hard for them to get into contact with the health plans.
**Recommendations**

- Calls to Covered CA takes 30-60 minutes to get through. Last year, the average was 60 minutes so it is an improvement.

- If a patient started an application on their own and come to our staff for assistance, if they don’t have their account number, we have to call Covered CA with the patient next to us to get the account number. Install a system to obtain account # on the web.

- Asian phone lines should be more widely publicized. We recommend that the language-specific numbers be listed on the letters sent to clients.
Pedestrian Safety Campaign
Community Health Center Funding Cliff

- Nearly 70% of the Community Health Center funding will sunset on October 1, 2015 without Congressional Action.
- US HHS Secretary Burwell stated that more than 7 million patients will lose access to care, 40,000 jobs will be lost and over 2,000 health center sites will close without renewal of funding.
- California’s 1,000 clinics that serve 5.1 million patients will be severely impacted.
- As a part of nationwide advocacy effort, CPCA and clinics in your area will contact you for your advocacy for Congressional Action.